

GOVERNMENT OF TELANGANA
ABSTRACT

YAT & C (T&PMU) Department - Tourism Promotion - Happening Hyderabad - Annual event campaign - Sanction of Rs.2,35,956/- (Rupees Two Lakhs Thirty Five Thousand Nine Hundred and Fifty Six Only) - Orders - Issued.

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YOUTH ADVANCEMENT TOURISM AND CULTURE (T&PMU) DEPARTMENT

G.O.RT.No. 97.

Dated: 14-02-2015
Read the following:-

1. From the Hon'ble Minister for Panchayat Raj & IT, Note, Dated: 18-07-2014.
2. From the Founder Director, IdentCity Business Tourism Consultants Private Limited, Hyderabad, Lr., Dated: 30-07-2014.
3. Government Letter No. 1249/T&PMU/2014, YAT & C (T&PMU) Department, Dated: 30-07-2014)
4. From the M/s. IdentCity Business Tourism Consultants Private Limited, Hyderabad, Lr., Dated: 01-11-2014.

ORDER:

In the reference 1st read above, Government have decided to enhance the brand image of Hyderabad. During various stakeholders consultation, it has emerged that Hyderabad should also become well known for its quality of life and living. Cultural and Sports events, Intellectual activities and various life style events add to the vitality of the City and contribute to the quality of life. Such events also provide a platform for the people to connect with each other. If the events are facilitated through a Government platform, it will give a positive feeling and enhance the goodwill of the Government. Accordingly Government have decided to start a "52 weeks 52 events campaign" under the name "Happening Hyderabad".

2. In the reference 3rd read above, Government have engaged the services of M/s. IdentCity Business Tourism Consultants Private Limited, Hyderabad as consultant for Happening Hyderabad for an amount of Rs.5,60,000/- (+) taxes for period from 01-08-2014 to 31-03-2015 (8 months) and decided to release payment in phasewise manner as per the proposals of the said agency vide reference 2nd read above.

3. In the reference 4th read above, M/s. IdentCity Business Tourism Consultants Private Limited, Hyderabad has submitted bill for an amount of Rs.2,35,956/- (Rs.2,10,000/- (+) 12.36% taxes) towards consultancy charges for 1st phase from 01-08-2014 to 31-10-2014 in connection with Happening Hyderabad and requested to release the payment.

4. Government after careful examination of the matter, hereby sanction an amount of Rs.2,35,956/- (Rupees Two Lakhs Thirty Five Thousand Nine Hundred and Fifty Six Only) to M/s. IdentCity Business Tourism Consultants Private Limited, Hyderabad towards consultancy charges for 1st phase from 01-08-2014 to 31-10-2014 for Happening Hyderabad in connection with Tourism Promotion.

5. The amount sanctioned at para - 4 above shall be debited to the following Head of Account:-

"3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to tourists - Schemes included in PLAN, 11- Normal State Plan, 20-PMU-Promotion of Tourism / Events, 500-Other Charges, 503-Other expenditure".

(P.T.O)

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6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para - 4 above and disburse the same to M/s. IdentCity Business Tourism Consultants Private Limited, Hyderabad through online. The following are bank account details:

Bank Name	:	HDFC
Branch Name	:	Hitech City, Hyderabad
Account No.	:	5020 000 5187 710
IFSC Code	:	HDFC 00 00 545

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

**B.P. ACHARYA
PRINCIPAL SECRETARY TO GOVERNMENT (FAC)**

To
M/s. IdentCity Business Tourism Consultants Private Limited, Hyderabad.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department.
The Deputy Pay & Accounts Officer, TS., Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU - Claims) Department.
SF/SCs

//FORWARDED::BY ORDER//

SECTION OFFICER